



Press Release Policy & Form 2014-2015

Event Right Holders:

Contact: Brenda Kissko, Tourism & Public Relations Manager, Brenda@visitmidlandtexas.com, (432) 686-3567

If your event brings in 10 room nights or more to Midland, is open to the public/will attract visitors, or will have a significant impact on the Midland economy, the CVB will post the press release on www.VisitMidlandTexas.com and send out the release as part of your servicing package for your event.

If you would like the CVB to write the press release, you will need to email all details of the event to brenda@visitmidlandtexas.com **at least 3 weeks prior to the event. We do not guarantee the release will go out if we do not receive at least 3 weeks in advance.** You may submit info on the attached form. Include:

- Who, what, when, where, why, who would care
- Assets like photos, logos, videos, graphics, or web links to include
- At least one quote
- Contact name, phone number, email address & website

If you will be writing your own press release and submitting to the CVB for distribution, please email to Brenda@visitmidlandtexas.com **at least 3 weeks prior to the event.** The CVB reserves the right to edit the release for grammar and A-P Style format.

Midland Tourism Partners:

Contact: Sarah Marston, Communications & Sales Manager, sarah@visitmidlandtexas.com, (432) 686-3568

If you are announcing a new renovation, improvement, exhibit opening, milestone, event open to the public, etc., the CVB will post the press release on www.VisitMidlandTexas.com and send out the release a complimentary service. To qualify for the CVB to send your press release out, the information in the release must be relevant and interesting to visitors or potential visitors to Midland. If it is an event, the event must be open to the public.

If you would like the CVB to write the press release, you will need to email all details of the event to sarah@visitmidlandtexas.com **at least 3 weeks prior to the event. We do not guarantee the release will go out if we do not receive at least 3 weeks in advance.** You may submit info on the attached form. Include:

- Who, what, when, where, why, who would care
- Assets like photos, logos, videos, graphics, or web links to include
- At least one quote
- Contact name, phone number, email address & website

If you will be writing your own press release and submitting to the CVB for distribution, please email to Sarah@visitmidlandtexas.com **at least 3 weeks prior to the event.** The CVB reserves the right to edit the release for grammar and A-P Style format.

The Midland CVB reserves the right to refuse posting or distributing a press release written by a third party for any reason, including: if the information is not relevant, does not attract visitors, is not open to the public, or is affiliated with a political campaign. It is the policy of the Midland CVB to not release its media contact list.

All press releases written or distributed by the Midland CVB will be on the Midland CVB letterhead and the following disclaimers will be added to the bottom of your release:

*The mission of the **Midland, Texas Convention & Visitors Bureau (CVB)** is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination. For more information on the Midland CVB, or to request a free Midland Experience Guide and Map, call (800) 624-6435 or visit www.VisitMidlandTexas.com.*

The above information has been provided by the (organization name) and distributed by the Midland Convention & Visitors Bureau. (This may be followed with the projected direct visitor spending of the event, if available).

For more information on how to correctly write a press release:

<http://www.publicityinsider.com/release.asp>

<http://blog.hubspot.com/marketing/press-release-template-ht>

http://www.huffingtonpost.com/zach-cutler/press-release-tips_b_2120630.html

<http://www.businesswire.com/portal/site/home/how-to-write-press-release/>

<http://www.templatepressrelease.com/>

<http://www.pressreleasetemplates.net/>

Press releases should be no more than two pages – one is best.

Midland CVB Press Release Form

Please fill out and return to CVB if the CVB is writing your press release.

*All fields are mandatory.

Who: _____

What: _____

When: _____

Where: _____

Why: _____

Who would care: _____

Contact Name: _____

Contact's Job Title: _____

Contact Phone Number: _____

Email: _____

Website: _____

Best time/location for photos/video/interview: _____

Assets like photos, logos, videos, graphics to include: _____

Other important details to include in release:

Quote 1: *Why did you choose Midland as the destination to host your event?*

Quote by: _____, job title: _____

Quote 2: *What should visitors expect at this event?*

Quote by: _____, job title: _____

Quote 3:

Quote by: _____, job title: _____